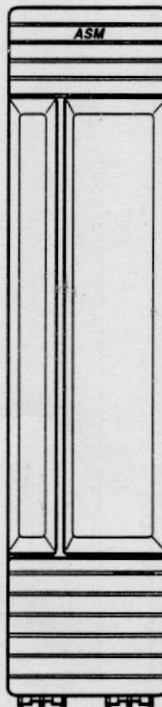


**Norstar-PLUS
ANALOG STATION MODULE
Channel Introduction Package**



March 3 1997

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Norstar-PLUS Analog Station Module Channel Introduction Package

1.0 Introduction

The Norstar-PLUS Analog Station Module is a significantly enhanced analog interface device for the Norstar-PLUS Modular Integrated Communications System (Modular ICS). The Analog Station Module is an 8 port device which provides connectivity to analog data equipment such as FAX machines, FAX Modems, and Credit Card Verification devices, as well as analog voice equipment including 2500 telephone sets, cordless phones and answering machines.

This product will be made available in two configurations: the standard Analog Station Module (ASM) which will support the connection of analog devices, and the Analog Station Module with Visual Message Waiting Indication (ASMV) which will support the connection of analog devices and will provide message waiting indication to appropriately equipped telephones.

The Analog Station Module will be available in CALA as of **May 9, 1997**.

The Analog Station Module may only be connected to the Norstar-PLUS Modular ICS or Modular ICS XC/XL.

This Channel Introduction Package (CHIP) will cover the following topics:

- Market Positioning including market needs, target markets, positioning to end users, and distributor values;
- Product Description including features, components, documentation, ordering information, compatibility, installation and maintenance, and product specifications;
- Competitive Product Offerings;
- Promotional Strategy;
- Technical Support and Training;
- Sales Training and Promotion; and
- Warranty Policy.

2.0 Market Positioning

2.1 Market Needs and Applications

The Norstar-PLUS Analog Station Module responds to the continuing demand for analog connectivity for a wide range of data devices, most notably low cost FAX Modems which have become a standard accessory in the PC market. In addition, analog voice connectivity is still required in a number of specialized applications including hotel/motel and larger hybrid installations, particularly when legacy analog stations are available for re-use by the customer.

2.1.1 Data Connectivity Requirements

2.1.1.1 Modems

Personal computers have become nearly ubiquitous in all business environments including those businesses targeted by the Norstar-PLUS Modular ICS. More than 70% of businesses with 10 or more employees now make use of computers with an average of over three PC's installed per business. Built in FAX/Data Modems are becoming a standard component in new PC systems and internal and external modems can be purchased for existing PC's. Industry forecasts place the penetration rate of modems on PC's in home and small office environments at over 80% by 1997.

In addition to the enhanced productivity enjoyed by workers with PC FAX capabilities, analog modems continue to provide the most common form of access to the Internet. While the advantages of digital access to the Internet will dampen the growth of analog modems in the long run, businesses making use of the Internet on a limited basis will continue to be drawn to the convenient and inexpensive access provided by these products.

The proliferation of remote access servers have also enhanced the demand for analog connectivity solutions. Remote access servers provide remote users, mobile professionals and remote offices with the opportunity to interconnect their sites, suppliers and customers. As the price of remote servers continues to drop, the implementation of this solution behind a Modular ICS becomes an economically viable alternative for small businesses.

2.1.1.2 FAX Machines

Over 80% of businesses with 10 or more employees have at least one FAX machine with a large majority of businesses utilizing dedicated lines for their connection to the network. The opportunity to reduce the cost of dedicated lines is available to the customer with the access to a pool of lines through the Modular ICS.

2.1.2 Analog Voice Requirements

Although the penetration rate of analog stations in the traditional key system market remains low, the Analog Station Module will enhance the positioning of Norstar systems in several specific applications. These include:

- Hotel / Motel applications in which analog sets are used for guest telephones;
- Replacement system sales in which the customer wishes to continue to use some or all of the legacy analog terminals; and
- Larger Hybrid Systems in which a large number of the users require only basic POTS telephony features.

2.2 Target Markets

The Norstar-PLUS Analog Station Module is targeted at customers who have the requirement to connect more than 6 analog devices to a Modular ICS or Modular ICS XC system. Below this number of required connections, customers may choose to make use of the single port Analog Terminal Adapter to satisfy their analog connectivity needs. The table below outlines suggested criteria for determining the target markets for the Analog Station Module versus the Analog Terminal Adapter:

Market Criteria	Analog Station Module	Analog Terminal Adapter
Number of Analog Devices requiring connection	>5	1 to 5
System Growth Potential	High	Low
Message Waiting Indication	Yes	No
OPX Requirement	No	Yes
System Installation Area	Small	Large

2.3 Value Proposition for End Users

The following positioning statements should be utilized to illustrate the benefits to the end users:

Customer Specific Solutions

Several Norstar competitors require a minimum of 8 to 12 ports of analog connectivity to be purchased at one time, significantly increasing the price of the system to the end user. The combination of the single port Analog Terminal Adapter and the 8 port Analog Station Module provides end customers with significant opportunities to customize their Norstar analog solution to their exact requirements.

Visual Message Waiting Indication Option

In voice messaging applications in either office or Hotel/Motel environments, the Analog Station Module with Visual Message Waiting Indication will provide a clear visual cue of a waiting voice mail message to users of analog station sets. The module may also be configured to provide stutter dial tone for message waiting indication.

Configuration flexibility/growth

The Analog Station Module provides end users with an analog connectivity solution that can be easily grown to match their future needs. The ability to daisy chain two Analog station modules through a single fiber DS-30 connection provides the same port density as the current digital station module.

High reliability

Norstar leads the industry in reliability - one of the primary end user requirements for small system solutions.

Competitively priced

The Analog Station Module will provide a high feature to price value ratio both today and in the future.

Feature Access

The Analog Station Module will continue to provide access to core Norstar station features in the same fashion as the Analog Terminal Adapter - 2. This will allow users on analog stations to make use of such features as call forward, park and page, conference, link and voice mail access.

2.4 Value Proposition for Distributors

The Norstar-PLUS Analog Station module has been designed to increase the market share and profits of Norstar distributors. The following values outline how this is accomplished:

Customer Specific Solutions

With the combination of the single port Analog Terminal Adapter and the 8 port Analog Station Module, distributors have a significant opportunity to customize their Norstar proposals to meet the exact analog solution requirements of their customers.

Visual Message Waiting Indication Option

The Analog Station Module with Visual Message Waiting Indication provides distributors with a key solution that will allow Norstar to be positioned into Hotel/Motel applications and in large office environments that include voice mail. The module may also be configured to provide stutter dial tone for message waiting indication.

Configuration flexibility/growth

The Analog Station Module provides distributors with an analog solution that will allow them to better address large hybrid applications in which the customer has demands for either high data or voice analog connectivity. This will include larger "XC" installations in which the customer wishes to make use of legacy analog sets from a previous system.

High reliability

Norstar leads the industry in reliability which drives reduced maintenance costs for Norstar distributors.

Future oriented platform

The Analog Station Module has the capacity to support future upgrades to firmware through downloads from future core software loads. This permits product feature enhancements that keep pace with changing market needs, installed base maintenance support, and up sell opportunities as technology advances.

Competitively priced

The Analog Station Module will provide a high feature to price value ratio both today and in the future.

Reduced Installation Time / Complexity

The Analog Station Module is offers significant advantages over the Analog Terminal Adapter in installations that require multiple analog connections. The time to install and program the ASM is significantly lower than the time to install and program an equivalent number of ATAs. In addition, the ASM makes use of a single power supply for each module. This reduces the power requirements at the customer location and the amount of space required to install the Modular ICS system with Analog Connectivity.

3.0 Product Description

3.1 Introduction

The Norstar-PLUS Analog Station Module is an 8 port analog connectivity solution that allows multiple analog device connection to Modular ICS and Modular ICS XC systems.

3.2 Product Features

3.2.1 Analog Station Module Models

The Analog Station Module will be offered in two versions:

(a) The Analog Station Module (ASM) will house 8 analog ports and an auto ranging 110-220 volt power supply. It will provide standard connectivity to analog devices.

(b) The Analog Station Module with Visual Message Waiting Indication (ASMV) will house 8 analog ports with visual message waiting capability. The module will also include an auto ranging 110-220 volt power supply. The ASMV may also be configured to provide stutter dial tone for message waiting indication.

An ASM cannot be upgraded to an ASMV.

3.2.2 KSU Interface

The Analog Station Module will connect to the Modular ICS via a DS-30 fiber link from a 2 port or 6 port Fiber Expansion Cartridge. One half of the DS-30 capacity will be utilized in the connection of a single ASM.

3.2.3 Interconnection of Analog Station Modules

A second 8 Port Analog Station Module may be connected to an initial Analog Station Module via a daisy-chain method using a fiber cable link. This arrangement will use the second half of the DS-30 capacity from the KSU. A maximum of two Analog Stations Modules, providing 16 ports of capacity, can be connected through any single DS-30 port on an Expansion Card. As a result, the port capacity of the Modular ICS or Modular ICS XC remains the same as in an all digital configuration.

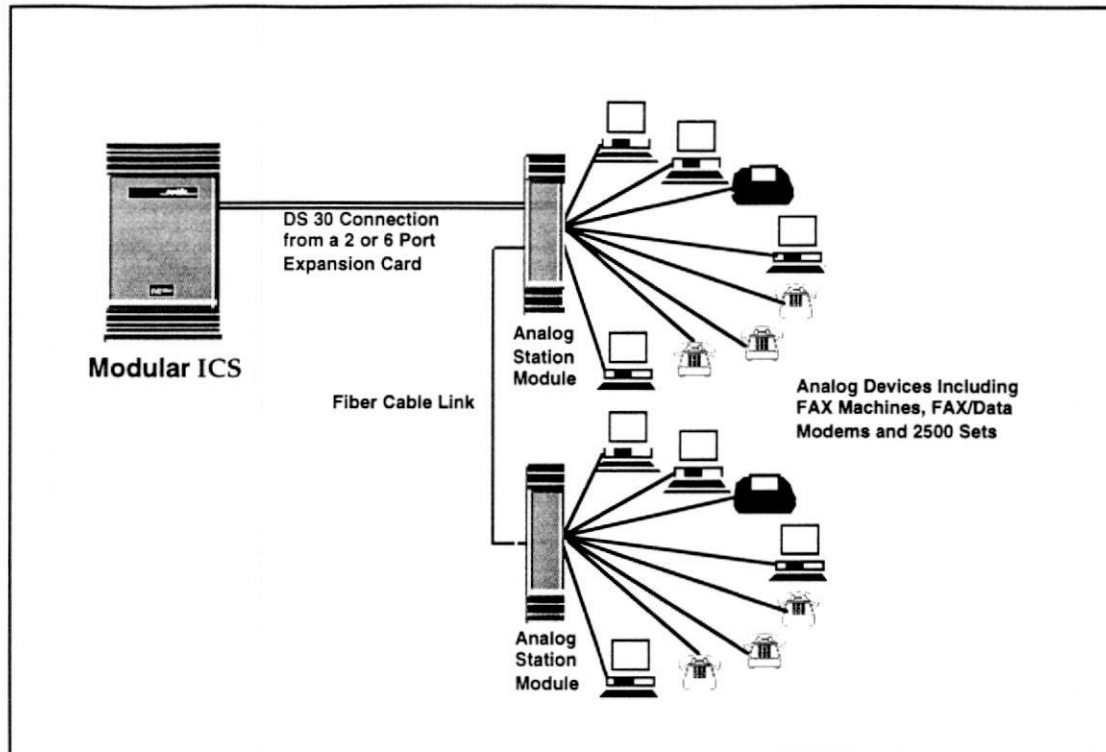


Figure 1. Interconnection of Two Analog Station Modules (Schematic View)

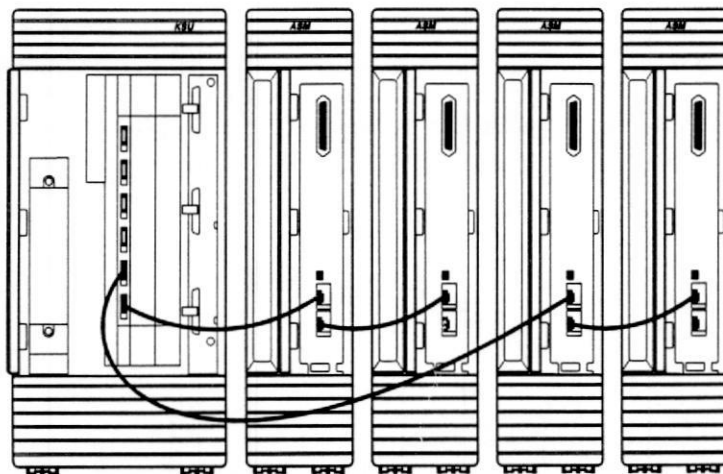


Figure 2. Interconnection of Multiple Analog Station Modules (Plane View)

3.2.4 Analog Station Module System Capacity

There is no specified limit on the number of Analog Station Modules that may be installed on a Modular ICS. The system capacity will be determined by the number of DS-30 ports available (Modular ICS or Modular ICS XC) and the number of ports required for Fiber Trunk Modules and Fiber Station Modules.

3.2.5 Interface to Analog Devices

The Analog Station Module comes equipped with a 50-pin male amphenol connector to allow connection of both analog data devices and 2500 sets.

3.2.6 Analog Station Module Compatibility

The Analog Station Module (ASM) will be compatible with all Modular ICS products with fiber interface capabilities. This includes all R1/T1, Centrex and XL/XC Software loads. For programming purposes, on software loads prior to DR 1.1 and XC 1.1, the Analog Station Module will appear as 8 separate Analog Terminal Adapters. DR1.1 and XC 1.1 Software, and later releases, will include an enhanced programming menu to speed the installation process.

The Analog Station Module with Visual Message Waiting Indication (ASMV) will be compatible only with Modular ICS DR 1.1 and Modular ICS XC 1.1 software or later.

3.2.7 Data Speed Capabilities

The Analog Station Module will support data transmission speeds of up to 28.8 kb/s. Actual transmission speeds may be diminished by limitations in the telephone network.

3.2.8 On Premise Extension

The Analog Station Module will support On Premise Extension with a loop length of 4,000 ft. Off Premise Extension will not be supported by the Analog Station Module. Customers with OPX requirements must continue to use the single port Analog Terminal Adapter for this purpose.

3.2.9 Dial Pulse

Dial Pulse capabilities will be supported.

3.2.10 Calling Line Identification

The Analog Station Module will not pass Calling Line Identification information through to an analog device. This is consistent with the functionality of the ATA-2.

3.2.11 Analog Station Module Feature Access Support

The following table details the Norstar features that may be accessed through the Analog Station Module and the Analog Terminal Adapter - 2.

	ATA2	Analog Station Module
Separate Power Supply	✓	✓
Alternate Line	✓	✓
Call Forward	✓	✓
Call Park	✓	✓
Call Pickup – Group or Directed	✓	✓
Call Queuing/Waiting	✓	✓
Camp	✓	✓
Centrex/PBX Reach Through	✓	✓
Conference	✓	✓
Hold – Exclusive	✓	✓
Hold – Public	✓	✓
LNR	✓	✓
Line Pool Selection	✓	✓
Link	✓	✓
Page – General	✓	✓
Page – External	✓	✓
Page – External/Internal	✓	✓
Page – Internal	✓	✓
Priority Call	✓	✓
Privacy Control	✓	✓
Reach Through – Timed Release	✓	✓
Restriction Override	✓	✓
Ring Again	✓	✓
Saved Number Redial	✓	✓
System Speed Dial	✓	✓
Tones On	✓	✓
Transfer	✓	✓
Trunk Answer	✓	✓
Voice Call	✓	✓
Voice Mail – Access via DN	✓	✓
Voice Mail – Mailbox access	✓	✓
Voice Mail – Leave message	✓	✓
SMDR Account Codes	✓	✓
CDR Account Codes	✓	✓
Toll Restriction Improvements	✓	✓

Implementation of these features will be dependent upon the capabilities of the analog device connected to the ASM.

3.2.12 Implementing Message Waiting Indication

Message Waiting Indication on analog terminals through the ASMV may only be accomplished with the use of a Norstar-PLUS Voice Mail or Startalk Flash.

3.3 Physical Product Characteristics

3.3.1 Plastic Enclosure

Both the Analog Station Module and the Analog Station Module with Visual Message Waiting Indication will be housed in the same plastic enclosure. The dimensions of this enclosure will be 630mm (25 in) in length, 170mm (6.5 in) in depth and 150mm (5.9 in) in width.

A cable trough will be provided at the base of the unit and the module will be wall-mountable using a plastic wall mount bracket.

The color of the Analog Station Module will be Dolphin Gray and the finish and molding will be consistent with the Modular ICS and the existing trunk and station modules.

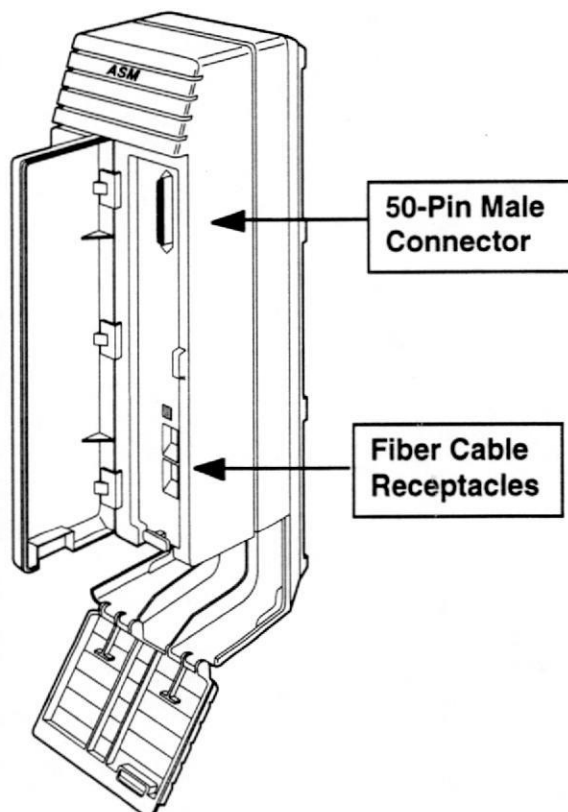


Figure 3. The Analog Station Module (Interior View)

3.3.2 Product Specifications

3.3.2.1 Service Tone Cadences

Busy: 0.5 sec on / 0.5 sec off
 Expensive Route: 0.3 sec on / 0.3 sec off (3 bursts)
 Overflow: 0.25 sec on / 0.25 sec off
 Ringback: 2.0 sec on / 4.0 sec off
 Recall: 1.0 sec on / 1.0 sec off (3 bursts followed by steady tone)
 Ring splash: 0.2 sec on (1 burst)

3.3.2.2 Power Specifications

Voltage V ac: 110-220
 Current A rms (max): 3.0 (Under full load)
 Frequency Hz: 45-70
 Crest Factor: 4.0

3.3.2.3 Environmental Requirements

Operating Temperature Range 0 C to 50 C (32 F to 122 F)
 Storage Temperature Range -50 C to 70C (-31 F to 158 F)
 Humidity 5% to 95% (non-condensing)

3.3.2.4 Regulatory, Safety and Interconnect Specifications

The Analog Station Module meets the following specifications:

COUNTRY		REGULATORY SPECIFICATIONS		
		SAFETY	INTERCONNECT	EMI
CANADA		CSA C22.2 NO. 950 (1995)	IC CS-O3	ICES-003
UNITED STATES		UL1950	FCC PART 68	FCC PART 15

3.3.2.5 Mean Time Between Failure

The Norstar-PLUS Analog Station Module has the following projected MTBF:

- Analog Station Module 74 Years
- Analog Station Module with Visual Message Waiting Indication 69 Years

3.3.3 Components and Ordering Information

The following are the ordering codes for the Norstar-PLUS Analog Station Module.

Product Description	CPC	Eng. Code
Analog Station Module, English / French / Spanish including: • Fiber Cable Kit • Wall Mount Bracket • Documentation Kit	A0650008	NTBB51DA-93
Analog Station Module with Visual Message Waiting Indication, English / French / Spanish including: • Fiber Cable Kit • Wall Mount Bracket • Documentation Kit	A0651836	NTBB51DB-93
Spare ASM Documentation Kit, English / French / Spanish	A0650015	NTAB1869
Fiber Cable Kit	A0647323	NTAB1829
Spare ASM Wall Mount Bracket	P0839896	

4.0 Installation and Maintenance

4.1 Installation Procedure and Estimated Time to Install

The following table provides an estimate for planning Norstar-Plus Analog Station Module Installations. These estimated times are typical of an installer who has received the necessary Norstar installation training.

Activity	Time Required	Comments
Mounting the Analog Station Module	10 minutes	- Unpack the Analog Station Module - Install the wall mount bracket using the template provided - Mount the Analog Station Module on the wall mount bracket
Connect the Analog Station Module to the Modular ICS via the Fiber Cable	2 minutes	- Plug one end of the cable into the fiber Expansion Cartridge on the Modular ICS - Coil all excess fiber onto the specially designed Fiber Cable Spool and Snap the spool into place on the cable trough - Lead the cabling through the trough to the Analog Station Module and connect.
Connect the Analog Station Module to the distribution block	20 minutes	- Attach a 25-pair cable with female 50-pin connector to the 50-pin male connector on the Analog Station Module. - Close the Velcro cable retainer over the female 50-pin connector. - Route the 25-pair cable through the cable trough to the distribution panel. - Bundle all module cables with cable ties and secure them to the wall to support their weight. - Connect the wires leading to the analog devices to the appropriate pins on the distribution block - Cross-connect the telephone wiring from the Analog Station Module to the corresponding analog device pins on the distribution block.
Program the analog station ports	5 minutes	- Program the analog station ports as required by the customer application.

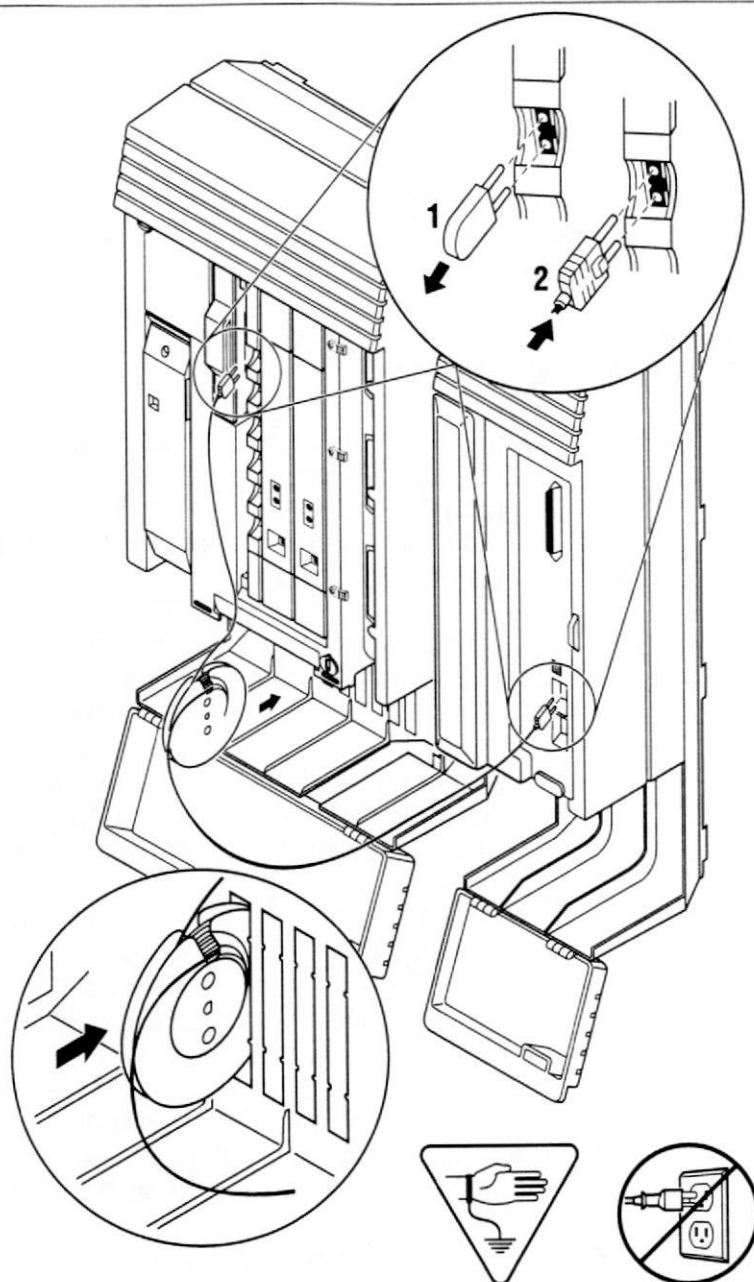


Figure 4. Installation and Connection of the Analog Station Module to the Modular ICS

4.2 Field Maintenance

The Analog Station Module will require no regular or periodic field maintenance.

5.0 Competition

5.1 Toshiba DK Series

Toshiba's Strata DK 280 Series provides analog connectivity via the following optional printed circuit boards:

Standard Telephone Interface Unit (RSTU)

- Has 8 circuits to support single-line devices
- Supports rotary and push button standard telephones, fax, dictation equipment, modems, background music sources, off-premise stations and voice mail

NOTE: The RSTU (standard telephone interface unit) also requires the DTMF receiver card to offer tone detection /restrictions DTMF standard phones, DISA lines, voice mail or auto attendant are used behind the system.

DTMF receivers:

- RRCS-4 (4 circuit)
- RRCS-8 (8 circuit)
- RRCS-12 (12 circuit)

Norstar Advantages: The Norstar Analog Station Module comes equipped with the necessary DTMF receivers reducing installation time. In addition, field connection of Toshiba mother boards to optional daughter boards may result in damaged connectors resulting in field trouble shooting and broken boards.

5.2 Lucent Legend

The Legend supports analog connectivity in the following ways:

008 OPT: Has capacity for 8 tip/ring stations and supports off premise extensions and message waiting LED.

012 T/R: Has capacity for 12 tip/ring (T/R) stations and supports MERLIN Attendant, MERLIN Mail, message waiting LED, answering machine, FAX, modems and all other analog devices.

MFM (Multi-Functional Module): Plugs into the base of Legend MLX telephones and allows the connection of one T/R device with its own extension.

Norstar Advantages: Preliminary price estimates and competitive analysis indicate that, on a per port basis, Norstar's Analog Station Module will be 10% to 20% less expensive than Lucent's modules. Norstar's single port ATA solution is 30% to 40% less expensive than Lucent's MFM.

5.3 Lucent Partner (Analog System)

AT&T's Partner is an analog system that supports full connectivity of analog devices to any station port.

Norstar Advantages: As the world's best selling Key System, Norstar digital architecture brings unparalleled simplicity, reliability, and voice quality to the small business market.

5.4 Panasonic KX-TD

Analog connectivity is an integrated part of the KX-TD system.

Extension Card (KX-TD170): Has 8 circuits to support digital sets (KX-T7200 series) or analog sets (KX-T7000 series or single line devices).

XDP (eXtra Device Port): Allows connection of any single line device to the XDP on the KX-T7200 series digital phone or to the T/R pair of any station port which is supporting a digital set. Feature doubles system capacity. Devices can have the same or different extension numbers.

Norstar Advantages: Norstar-PLUS Modular ICS with its modular trunk and station architecture provides greater expansion opportunities than the KX-TD system. Panasonic KX-TD's largest system configuration supports a maximum of 64 digital telephones and 64 analog telephones. Additionally, Norstar has superior functionality than the KX-TD. KX-TD supports only loop start analog trunking and no ACD package is available.

5.5 Panasonic DBS

The DBS supports analog connectivity in the following ways:

Analog Extension Card (VB-43621): Has 8 circuits to support analog devices.

DTMF Receiver Card (VB-43430, VB-43431): Available in 4 or 8 port configurations and required when DISA and single line telephones are used behind system.

Norstar Advantages: The Norstar Analog Station Module comes equipped with the necessary DTMF receivers reducing installation time. Norstar-PLUS Modular ICS with its modular trunk and station architecture provides better flexibility and expansion opportunities than the DBS system. Only 8 ports on the DBS system are universal. All other ports are designated line or station.

6.0 Technical Support

CALA CTAS (Customer Technical Assistance Support) will provide Technical Support via CSR's or through the CTAS Help Desk. For further information, please contact your CTAS personnel, or please reach the help desk at: (954)851-8400.

7.0 Promotion

The Norstar-PLUS Analog Station Module will be promoted through the provision of a 2 color product marketing brochure. This one page brochure will describe the features of the Analog Station Module and will be designed as a FAXable brochure.

8.0 Warranty and Repair

The following is the Multimedia Communications Systems Division Warranty Policy and Procedure for Warranty application and the repair process for Norstar Key System components.

8.1 Warranty

The following warranty is in lieu of all other warranties and conditions whether statutory, expressed or implied, including any warranty as to merchantability or fitness for purpose, and shall constitute the sole remedy and Northern Telecom's sole liability for breach of warranty.

Northern Telecom warrants Norstar System components against mechanical or electrical failure attributable to defects in Northern Telecom's workmanship or materials for a period of 18 months from date of manufacture.

Northern Telecom will, at no charge and at its option, repair or replace a defective Norstar Key System component with a new or rebuilt unit during the warranty period. Repaired or replaced units shall be warranted for 90 days or the balance of the original warranty period whichever is longer.

8.2 Warranty Exclusions and Limitations

This warranty does not apply to damage or failures resulting from:

- negligence, abuse, misuse or accident
- repair by unauthorized persons
- failure to comply with warranty service procedures (outlined below)
 - improper installation
 - modifications to equipment or software or attachments of equipment or peripherals except as specifically authorized by Northern Telecom
 - units for which the warranty period (18 months) has expired.

Equipment returned to Northern Telecom under these circumstances will be handled as regular, chargeable repairs.

In addition, any expenses related to the removal and/or replacement of " custom brandlining" will be charged to the sending telephone company or distributor.

Northern Telecom shall be the sole arbiter in applying and interpreting the above exclusions and limitations.

8.3 Repair Advance Replacement

Repair advance replacement equipment is available only for out-of-service equipment, and updates/upgrades. Lead-time for advance replacement equipment is 72 hours.

8.4 Repair Pricing

Two levels of service are available for all Norstar Digital Key System components.

1. Level 1 encompasses full electrical, mechanical, and cosmetic repair of the key system component.
2. Level 2 encompasses only system testing procedures and cosmetic appearance repair. This service, whether in- or out-of-warranty, is always chargeable.

8.5 D.O.A. Policy

Defective-on-Arrival products include out-of-box failures and installation failures. Product installed for more than 48 hours will be treated as a repair return and not a valid D.O.A.

9.8 D.O.A. Exclusions and Limitations

The following limitations apply to all valid D.O.A.'s:

- The product must not appear used or blemished
- The product must be returned in the original packaging with all original components intact including Designation Cards, Booklets, Line Cords, Cabling, etc.
- A brief description of the fault must be placed in the box.

10.0 Contact List

For more information please contact:

Northern Telecom

Norstar Marketing

- Carlos Fidalgo (954) 851-8064

Norstar Product Line Management

- Cynthia Becerra (954) 851-8354

Norstar New Product Introduction

- Peter DeSousa (954) 852-7031

CTAS Technical Support

- (954) 851-8400

